

ABSTRACT OF THE DISCLOSURE

An information delivery system includes an information delivery apparatus installed at a sales company and receiver apparatuses installed at sales shops. In the information delivery apparatus, an information delivery control unit generates program information data from program contents including catalog information, stored in a program content storage unit, and generates delivery schedule information data based on delivery information stored in a delivery information storage unit. The program information data and the delivery schedule information data are transmitted by a broadband transmitter unit to the receiver apparatuses via a broadband communication path. The delivery schedule information is also transmitted to the receiver apparatuses, as required, via a narrowband communication path. In each of the receiver apparatuses, a broadband receiver unit and a narrowband receiver unit receives the program information data and the delivery schedule information data, transmitted from the broadband transmitter unit and the narrowband transmitter unit. An information retrieval control unit retrieves the program contents as desired based on the delivery information. The retrieved information and the delivery schedule information data are stored in a storage unit. A display unit displays the retrieved catalog

